

*aiorai*



Founded in Wendland/Germany in 2019, **aioaia** is a creative studio exploring the intersections between artificial, natural, and supernatural.

Inspired by a variety of thinkers and doers, including Buddha, Plato, Jesus, Rumi, Spinoza, Voltaire, Goethe, Blake, Jung, Hilma af Klint, Buckminster Fueller, Marshall McLuhan, Sister Corina, Barbara Kruger, Shepard Fairey, and Banksy, we ask questions and extrapolate on creative answers.

Led by the Brazilian writer and creative director Fabio Straccia, **aioaia** is simply his own name without its consonants. Accordingly to the Swedish mystic/scientist Emmanuel Swedenborg, that's how angels enjoy communicating.

**Art is a mediator of the  
unspeakable. Art is long,  
life is short; judgement  
difficult, opportunity  
transient. Individuality of  
expression is the beginning  
and end of all art.**

Goethe



# The Vision of a Myth

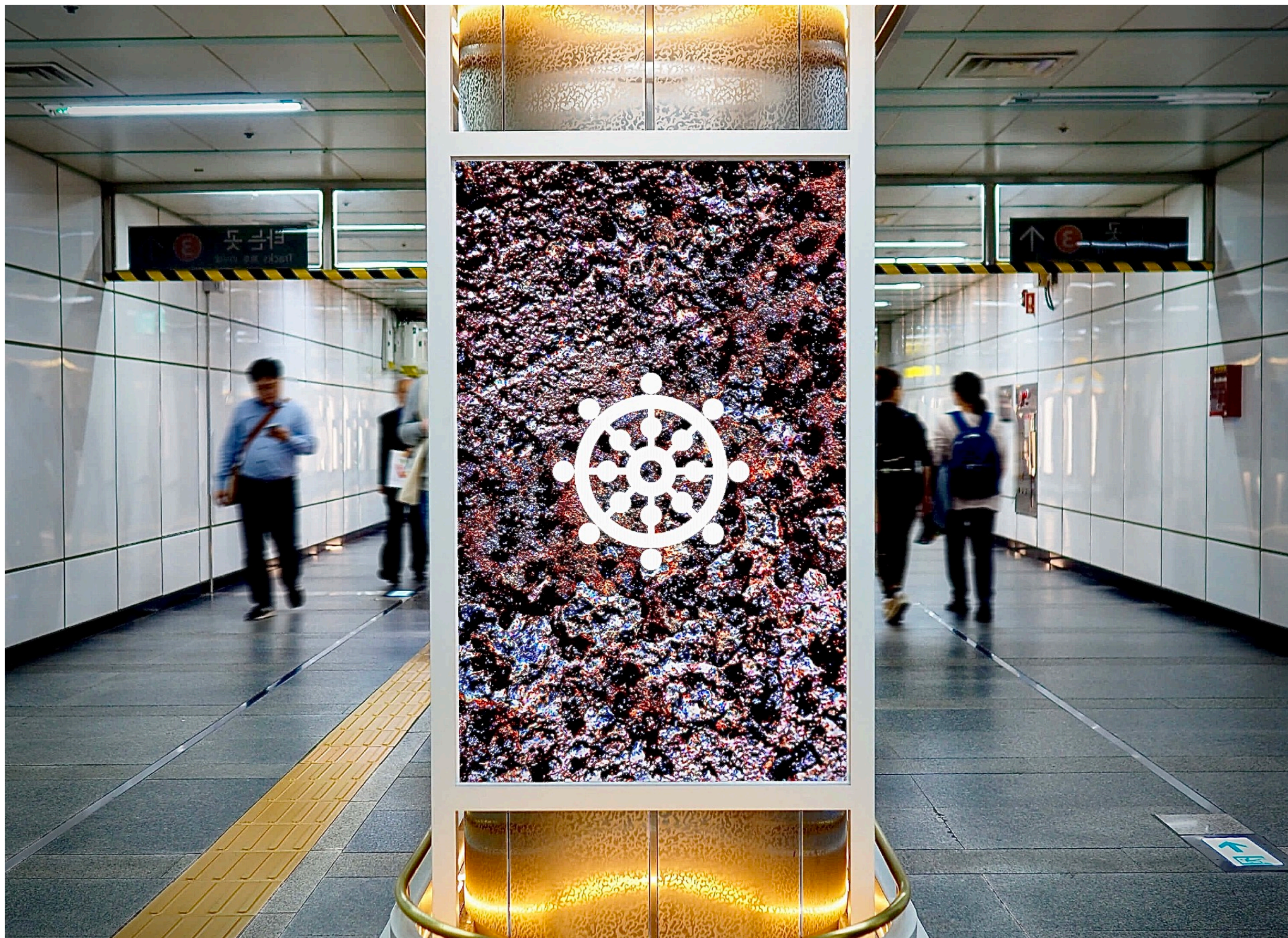
A rosicrucian tale retold through images

Art has the power to transcend physical boundaries and ignite transformation. It is through this belief that “**Buddha/Mars**” and “**Dharma/Iron**” are presented, a double art piece that “*seeks to inspire introspection amidst the chaos of our world*” shares **aioaia**. In collaboration with Rudolf Steiner's insights into spirituality and myth, **aioaia** has crafted two art posters that invite viewers on a transcendent journey, where universal themes are made iconic, and the union of contrasting elements welcomes the viewer into a meditative state.



*Buddha/Mars, digital print on vinyl, 2020*





*Dharma/Iron, backlit digital print on paper, 2020*



Accordingly to Rudolf Steiner, in the late 16th century, to avert the division of humanity into two distinct classes—those absorbed in material life and those withdrawn for spiritual pursuits—a cosmical conference was called, and it was decided that Buddha would transfer his spiritual work to Mars. In 1604, the Prince of Peace performed an astral sacrificial deed on the red planet, analogous to Christ's crucifixion on Earth. This, in the neo-platonic world view of the soul reincarnation in the cosmos, enabled human beings to receive peaceful forces from Mars during the period between death and rebirth, leading to the end of the Middle Ages and the beginning of the Enlightenment.

**aioaia** explains *“This fantastic myth survived orally, sealed though Hermetic Orders and Rosicrucian circles. Now our impulse was to expose it, to translate it visually in an iconographic form, and to present it to public directly on the streets”*. The creative process of **“Buddha/Mars”** and **“Dharma/Iron”** started early, *“While collage formed the foundation of the artworks, it was an intensive journey of reading and research that truly shaped its essence”*, **aioaia** shares. *“The contrast between the pristine whiteness of Buddha/Dharma, the vibrant hues of the high-definition photos of Mars, and the extreme close-ups of iron ores, symbolises the stark duality between peace and conflict”*. This deliberate choice serves as a catalyst for inner and outer reality, urging viewers to confront their own roles in perpetuating and mitigating discord.

*“Inspired by vertical and symmetrical compositions, we aimed to create pictures that evoke a sense of order, stillness, and contemplation”* explains **aioaia**. Standing right in the middle of busy cities, the posters serve as a sanctuary for viewers to engage in deep introspection and lose themselves in a realm of cosmic imagination. *“We aspire for shifts in perception”*, asserts **aioaia**, *“through meditation, imagination, and the dialogue sparked by art, we can awaken our collective consciousness and rediscover our innate capacity for cooperation and change”*.

In a world marred by turmoil and conflict, **“Buddha/Mars”** and **“Dharma/Iron”** rise as testaments to the enduring power of myth. The amalgamation of **aioaia's** artistic vision and Rudolf Steiner's mythological insights ignites a beacon of hope—a cosmic plea for humanity to halt ceaseless cycles of war and oppression, and embrace the transformative forces of contemplation and peace.

Learn More:

**Rudolf Steiner**, GA130 “The Mission of Christian Rosenkreutz”, 1912

**Rudolf Steiner**, GA140 “Life Between Death and Rebirth”, 1913

**Marsilio Ficino** “The Platonic Theology: On the Immortality of Souls”, 1482

# Man and the Cosmos

The relationship between Mars and iron was widely approached throughout history. The chemist Rudolf Haushka in 1966 on his **“The Nature of Substance”**, reminds us that iron is also present in abundance at the centre of the Earth - another interesting aspect of the inner/outer reality of war and peace. *“Also, Haushka made simple diagrams of the human being based on Steiner’s teachings, which we took as study objects and played with it, extrapolating it, yellowing it, and surrounding it by the cosmos with astrophotography.”* - explains **aioaia**.



*Studies on drawings from Haushka, digital print on paper, 2020*



# Primordial Egg Trilogy

## The Work done in photos

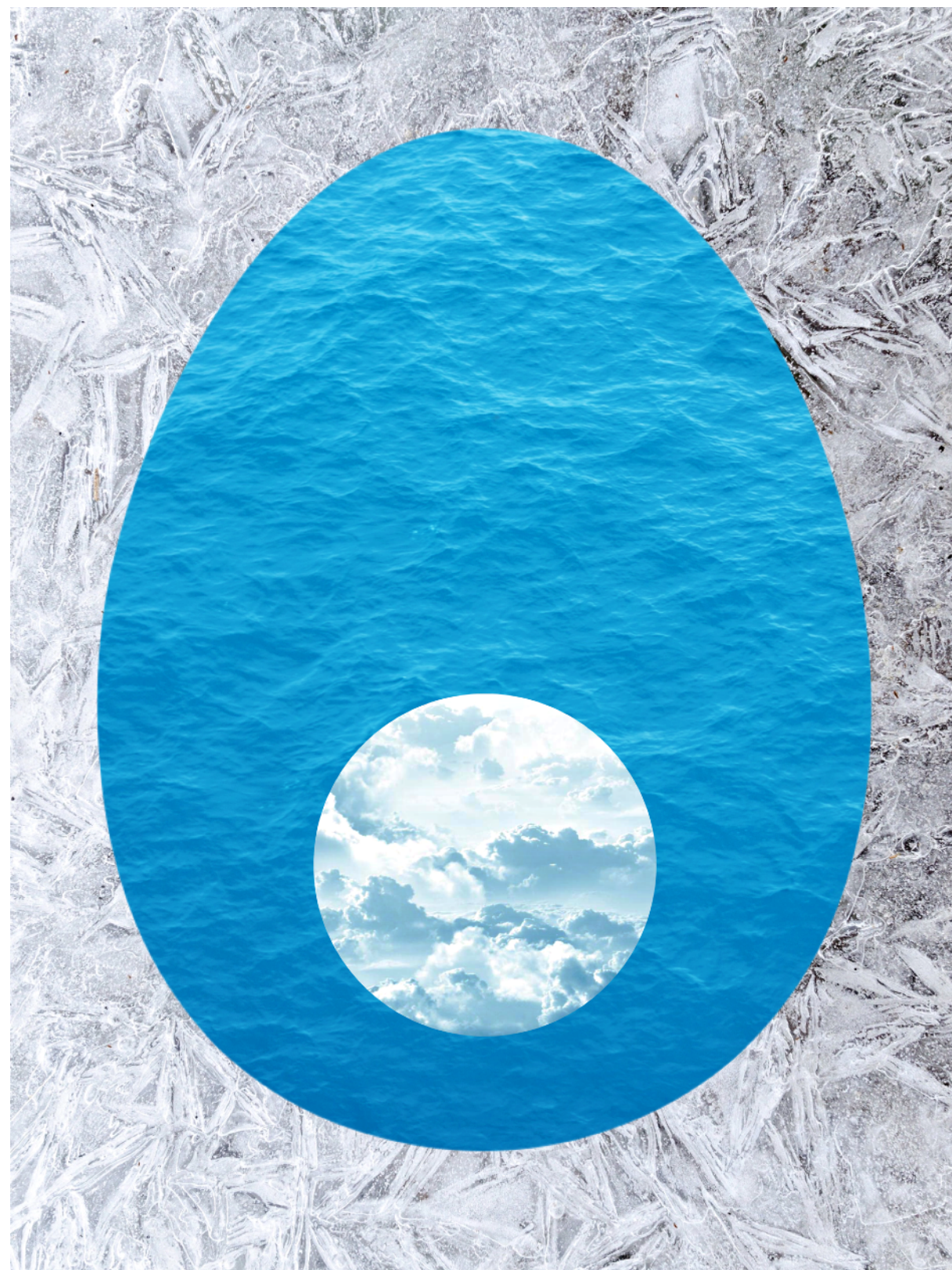
In the realm of alchemy, nature serves as the main source of inspiration, carrying encrypted messages and symbolic wisdom. The “**Primordial Egg Trilogy**” series invites us into this world through a mystical journey, where the fusion of collage and nature unveils the inner work of transformation.

Here, we delve with **aioaia**’s founder Fabio Straccia into the inspiration behind the series, its artistic process, and the symbolism captured within each artwork.



*Egg of Salt, digital print on paper, 2021*





*Egg of Sulphur, Egg of Mercury, digital print on paper, 2021*



**What inspired the creation of this trilogy?**

**Straccia:** *The concept of alchemy has always fascinated us, particularly its connection to nature, a quest for transformation. The symbolism of the three basic alchemical elements: salt, sulphur, and mercury is intriguing. We wanted to visually explore their hidden meanings and reveal their essence through artistic expression.*

**How was the approach to creating these photographic collages?**

**STRACCIA:** *It started with a process of gathering various visual elements, icons, textures, and photographs. Our aim was to fuse different images to evoke the concepts of purification and transmutation in nature. At the end, the symbolism of the eggshell, the egg white, and the yolk, interplayed with the alchemical concepts, almost worked all by itself like magic.*

**What is the significance of the "Egg of Salt"?**

**STRACCIA:** *It represents the initial stage in the alchemical process, symbolising the raw, the physical. It embodies stability, grounding, and the earthly realm. The three photographs convey the vegetal, the mineral and the animal world, basically everything we can perceive with our senses.*

**What's the symbolism behind the "Egg of Sulphur"?**

**STRACCIA:** *It manifests the fiery and transformative aspect of nature, an energetic force that fuels the change of*

*existing forms. The collage incorporates the intense textures of bread, milk, and fire, powerful visual elements associated to life, growth and decay.*

**What about the "Egg of Mercury"?**

**STRACCIA:** *It represents the final stage of the alchemical process, symbolising the integration of opposing forces. Mercury is associated with fluidity, adaptability, and the union of opposites. This collage portrays a sense of mutability, combining the diverse forms of water: ice, liquid, gas, all quite transparent, pure, rarefied.*

**What were your influences while creating the series**

**STRACCIA:** *We were reading a lot of Kepler, Goethe, and Newton during this time, it pushed our interest into color, light, and optics. Particularly with the interplay between macrophotography and microphotography, aiming to mirror the relationship between the individual and the cosmos, reminding us of our interconnectedness with the colourful tapestry of the universe.*

**What do you hope viewers will take away from it?**

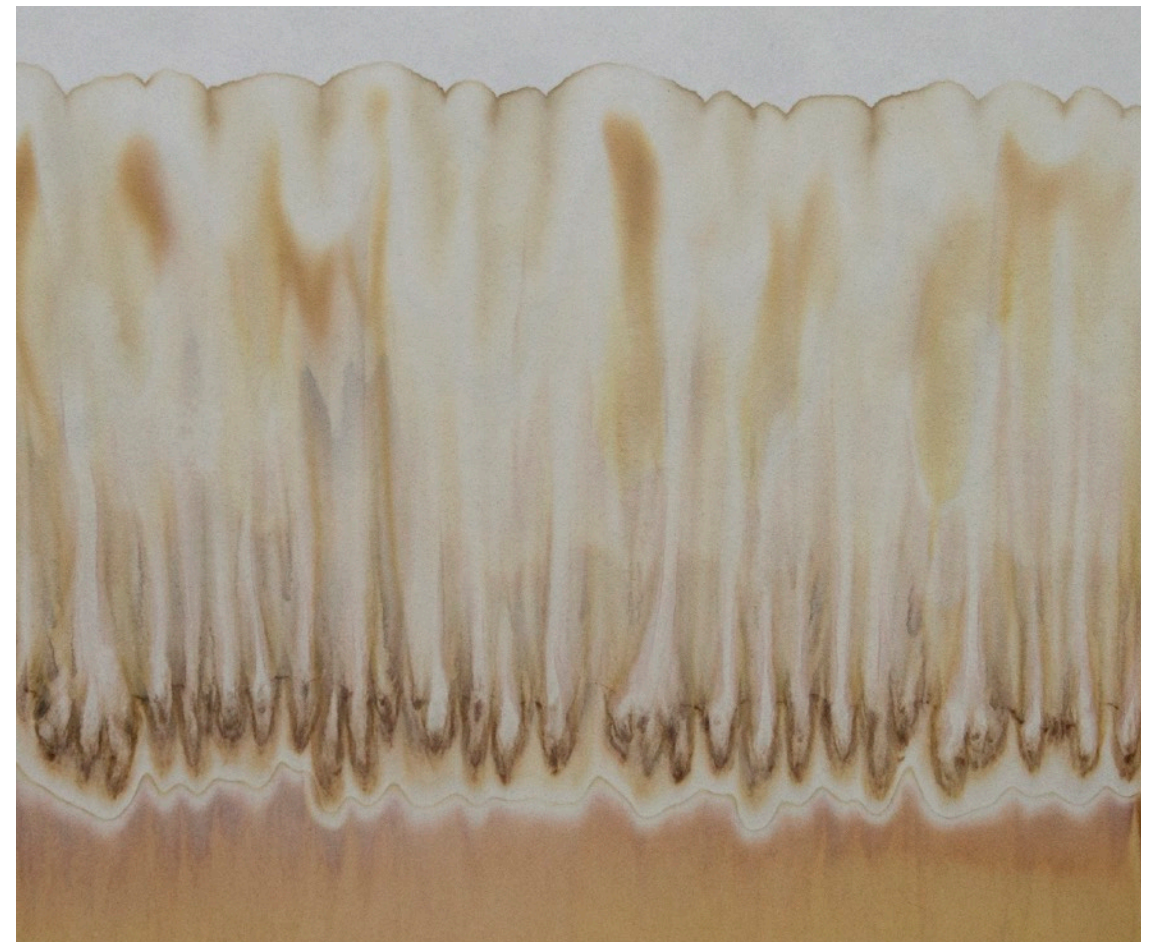
**STRACCIA:** *We don't expect viewers to immediately grasp its full meaning, but rather to ignite their curiosity, to embark on their own personal exploration, and gain a different view of nature and the hidden forces it embodies.*





# Nature on Paper

In a transformative journey of artistic exploration, Straccia embarked on a year-long venture at a biodynamic farm laboratory in Michaelshof Sammatz/Germany. There, he delved into the fascinating world of plant chromatography, a process that resembles photographic film development, adding silver and iron to plant extracts on paper, and observing the changes that unfold. As Fabio recalls, *"we witnessed the plants' responses to metals, minerals, air, time... as their shapes and colours danced and transformed, uncovering the intricate relationship between nature and form."* - Straccia explains.



***Studies on Plant Chromatography (Kolisko Method), plant extract, silver, and iron on paper, 2021***



**Stay Hydrated**

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# Art for the need of water

The power of design on promoting health and nature

“**House of Hydro**” is a limited fashion and design collection by **aioaia**. Created to promote hydration and water rights in this world filled with polluted rivers and sugary drinks, “**House of Hydro**” stands as an urgent reminder of the importance of water. As **aioaia**’s founder Fabio Straccia puts it, *“All the other drinks are so well advertised, while water remains the underdog, the unspoken boring alternative in the background... we want to change that, reminding everyone to drink water, and donating the profits from the sales to NGOs that fight for water conservation and its access to people worldwide.*



*House of Hydro, logotype, 2021*





***The Drop**, digital print on paper, 2021*

Influenced by the simple use of minimalism and single-color iconographic techniques, Straccia drew upon his background as a writer to provide directions, incorporating short direct messages and slogans into the artwork. As the project progressed, it became obvious that in an increasingly visually stimulating environment, visual simplicity and clarity were necessary for any message to endure and survive.

And in an effort to bridge the gap between work and play, **aioaia** designed pieces that seamlessly transition from home to office. Recognising the importance of hydration and the remembrance of water in all aspects of life, and inspiring people to drink water anywhere they go.



## Art for the Everyday

The challenge of promoting water took **aioaia's** work beyond the walls. In addition to posters, the creative minds behind the collection, brought the message to mundane places, like on water bottles, stickers, and postcards. As Straccia says, *"we want art that can survive with the viewers, something they could take home, give away, or carry around throughout the day, serving as a mnemonic tool to remind everyone around about water."*



*Official, sticker, 2021*



*Lips on Water, silkscreen on t-shirt, 2021*



***Machine,** silkscreen on t-shirt, 2021*



***Alive,** digital print on paper, 2021*





***Synth Water**, silkscreen on t-shirt, 2021*



***House of Hydro**, digital print on bag, 2021*



If you are  
hungry,  
be bread.

Rumi



# The urban call for the wild

Urging the city to go out

Discover the unique fusion of city chaos and the calming presence of nature in **aioaia's** street art series, "**Nature Instead**". As the hustle and bustle of urban life surround us, **aioaia's** minimalist designs provoke contemplation by juxtaposing the chaos of city noise and pollution with the simplicity and chillness of nature, prompting viewers to rethink their relationship with the environment. A thought-provoking piece, striving to bridge the gap between art and activism, encouraging individuals to embrace sustainable practices and protect the natural world from further degradation.



*Watch, digital print on paper, 2021*





*Nature Instead, digital print on paper, 2021*



**TASTE**



**NATURE**



**INSTEAD**

**HEAR**

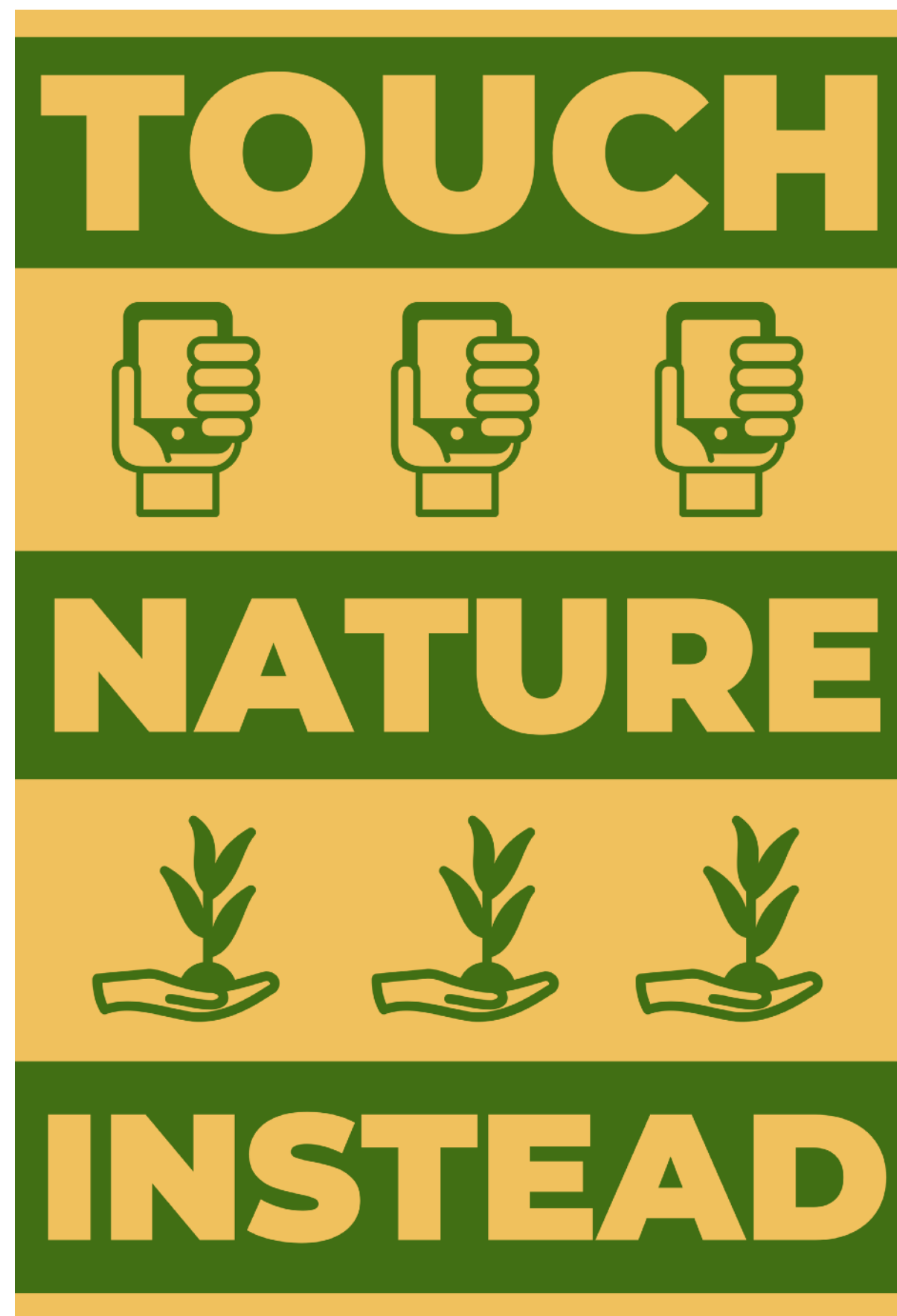
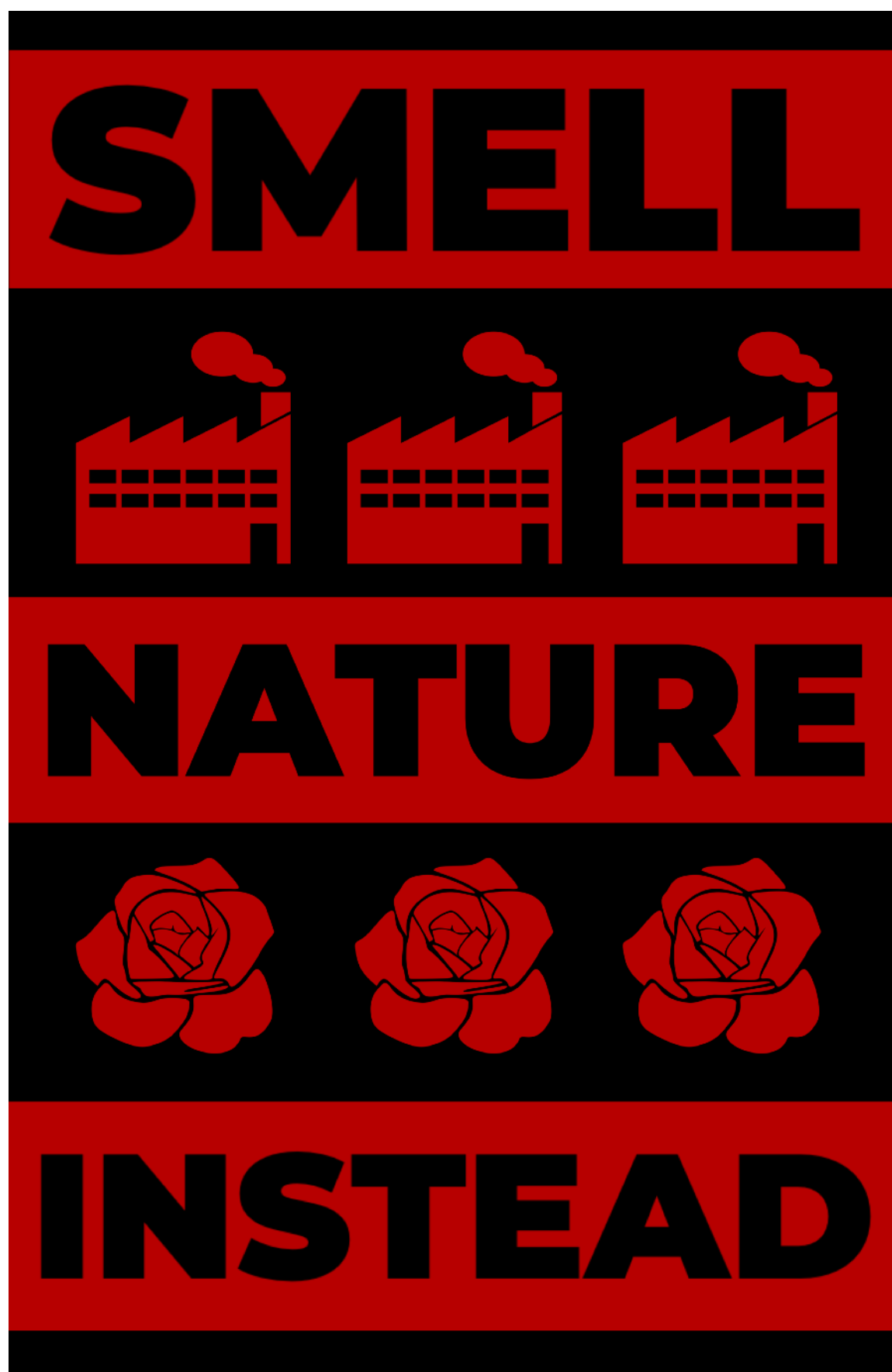


**NATURE**



**INSTEAD**





*Smell, Touch, digital print on paper, 2021*



# One of a kind

## Projects done randomly at the speed of the moment

On the daily life of a creative studio, every idea deserves to be considered. While focusing on special projects and collections, seemingly unrelated experiments and homages emerge through the scope of **aioaia**'s artistic productions. Here, we share a selection of single pieces that help form the studio's universe of ideas from 2019 to 2022. Starting with “**Fidus Cross**”, a collage over a drawing from the romantic German artist Fidus (1894), “*part of our research work involves the restoration of historic magazines like the German “Pan” (1919) in the search for symbols and illustrations. We like playing with them and giving old images new interpretations by the simple twist of forms*”, explains **aioaia**.



*Fidus's Cross, silkscreen on t-shirt, 2019*





*good/true, digital print on paper, 2021*

Could a bland and economical typographic poster help us ponder about ethics and aesthetics? With “**good/true**”, **aiaia** provokes the audience with a simple over-imposed statement, echoing on the works of Plato, Aristotle, and Aquinas. In the artist’s own insightful words, “*those concepts are alone very utopian in the world of fake news of today.*” **aiaia** confronts the prevailing realities of our contemporary

existence, shedding light on the corruption that has tainted our collective sense of beauty and authenticity. In times that beg for meaning and purpose, this art piece subtly invites us to explore the depths of our humanity and rediscover the beauty that resides between reality and the search for justice. Available in many different colours, as the many different concepts of good and truth.





*Always Now, digital print on paper, 2019*



**“Always Now”** is a double poster collection that reflects on the concept of time, extrapolating on text and images, **aioaia** portrays forces of nature that exist beyond single moments, an always changing river, and the always shining Sun, two reminders of the timeless nature of existence. As **aioaia** puts it: *“Time is an illusion, a construct that binds us to the linear perception of reality. ‘Always Now’ seeks to liberate us from this trance of modern life and invite us to remember the eternal present.”* Initially produced to be part of the intern wall decorations at the studio, the artwork is now available to the public.

Inspired by a random illustration on an archive of historical books, **“modern\_mudra”** features the hand gesture of an Indian brahmin performing a daily ritual. The artist, a British lady called Sophie Belnos, born and raised in India 200 years ago, documented the daily life of the Hindu priests in watercolour paintings and text. Now, **aioaia** experiments with a simple glitch technique, separating the colours of this holy gesture. Embracing the beauty of imperfection, **aioaia’s** poster encourages us to notice the coincidences, the enigmatic beauty of errors and mistakes, transcending the ordinary, and entering the ethereal realm of nature, as we perceive the movement of unseen forces that surround us all.



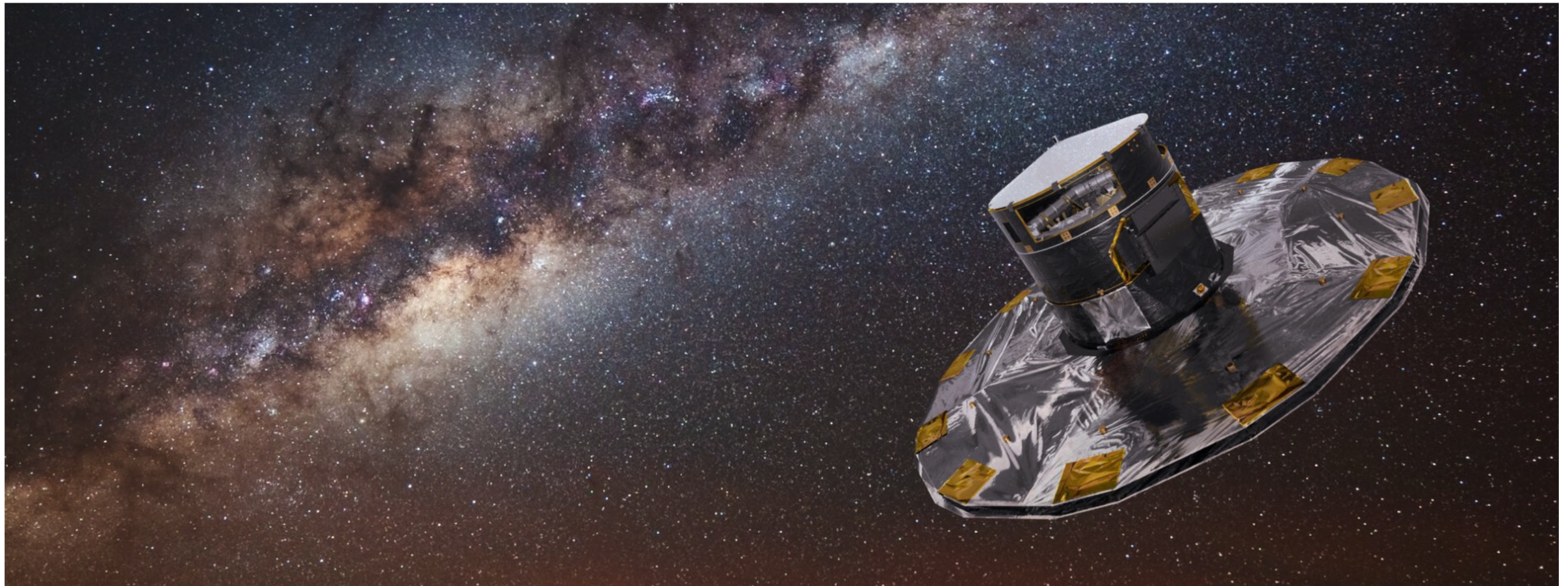
**modern\_mudra**, digital print on paper, 2020





***Ovum Lacteum**, digital print on paper, 2020*

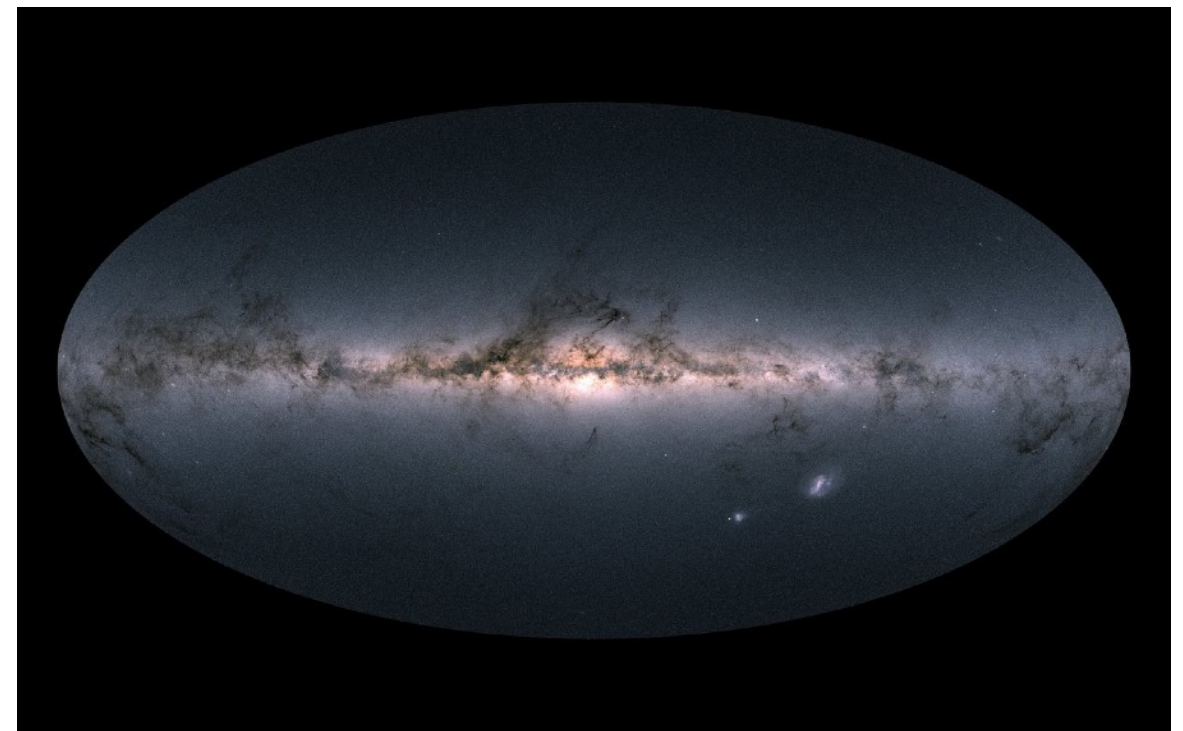




*Artist's impression of the spacecraft Gaia, **ESA**, 2017*

## The Milky Egg

Launched in 2016, **Gaia** is a spacecraft from the European Space Agency, flying around the Milky Way, collecting a massive photograph of the sky. Its data is the inspiration behind “**Ovum Lactum**” - “... once we saw this photo of our galaxy” - says **aioaia**, “we felt it was obviously in the wrong standing position. The photograph was presented sideways, but it should be pointed upwards. The scientists didn’t see the egg nature of the sky, which is also present on our camera lens, and of course, on our eyes. We’ve also added red and purple to the colourless photo, the two extremes of the light, adding a new reductive and meditative layer to the image”.



*Milky Way's original photograph by the **ESA** Gaia, 2018*



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